

Commission on Act 250 Outreach Plan - Statewide- DRAFT



Estimated Timeline	Change Management Phase	DATE	Audience(s)	Vehicle(s)	Resources
Run Awareness communications from now until 2 weeks before the forum	Awareness Campaign	5/28/2018		Press release	Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
Run Desire communications in the two weeks prior to the forums	Desire Campaign	6/11/2018			Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
Forums	Knowledge Transfer	6/27/2018			Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
Forums to Report release	Ability				Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
					Web management from the State of Vermont;

Post-Report care plan	Reinforcement				IT and Marketing contact support from the State of Vermont
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